



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **Czech Republic**

### **Market Development Reports**

### **Michigan Bean Commission Seminar**

## **2001**

Approved by:

**Robert H. Curtis**

**U.S. Embassy Vienna**

Prepared by:

Petra Choteborska

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#### **Report Highlights:**

**The Michigan Bean Commission recently held a series of highly successfully seminars in three Central European countries. Following is the evaluation of the seminar in the Czech Republic. Most bean importers are convinced that they will shift their import sources to Michigan Beans.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Vienna [AU1], EZ

FAS Vienna coordinated three with the Michigan Bean Commission in Central Europe. Following are the results of the November 13 seminar in Prague.

Five companies were represented at the seminar. Over 90% of the bean import market is covered by these 5 firms. One company, Vitana, imports 60% of all Czech imports.

Michigan Bean Commission representatives discussed bean production, fertilization, GMO, various kinds of beans, health aspects, distribution and bean prices. The importers were quite interested in Michigan Bean's presentation. The seminar was followed by a catered meal of various kinds of Michigan beans. This cost only a couple hundred dollars.

It is expected that the Czech Republic's US \$500,000 to \$750,000 annual imports will shift to Michigan Bean sources; especially existing imports from the United States. Other US bean exporters simply don't see this market as being large enough to maintain their interest. Note: as with other European countries, much of the Czech Republic's imports from the United States are transshipped through EU countries. Thus, for US export registration, Czech imports appear as exports to Spain, Germany or Italy.